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CLEARWATER

FLORIDA WEST COAST ON THE GULF

"It's Springtime All The Time In Clearwater"

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CLEARWATER — FLORIDA

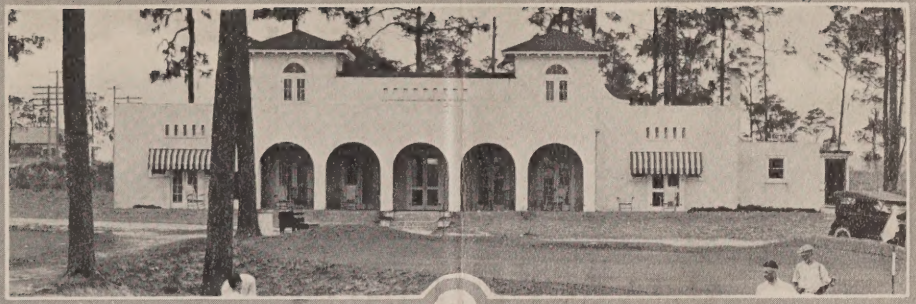
"It's Springtime all the time in Clearwater"

CLEARWATER

"On the Gulf"

THE county seat of Peerless Pinellas, a county that is in itself a diminutive Florida, in that it is a peninsula reaching out into the semitropical waters of this wonderland, is a truly progressive year-round resident and business city and one of the most popular tourist cities in the State.

Florida is in its infancy—is just getting a start, but is already the real winter playground of America. Florida's all good! Our personal appeal is somewhat magnified over the general Florida appeal, however, as our elevation is the highest of any coast resort in the State, a high bluff overlooking Clearwater Bay and the Gulf of Mexico.



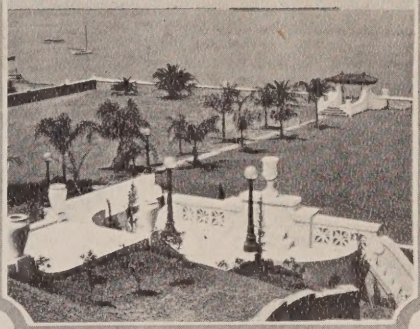
An Invitation

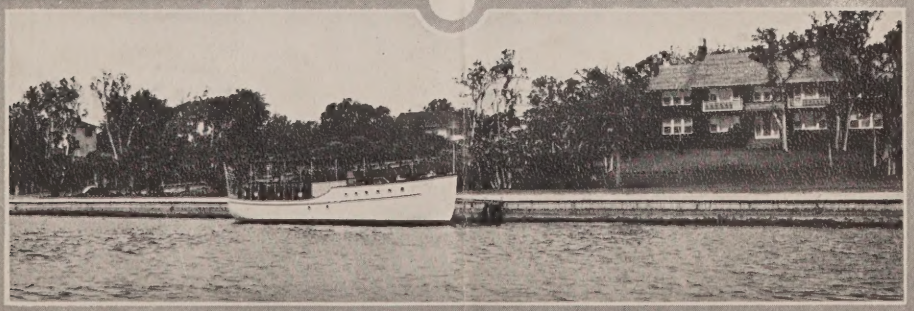
WE WANT you to come to Clearwater because we believe that of all the good cities in the wonderful Dream State of Florida there is none so delightful as a place in which to live and make a living.

The Clearwater Chamber of Commerce has been careful, yes, precautious, to show only those pictures that convey a true idea of Clearwater's many charms, and facts and statistics have been carefully checked. They are authentic.

If we have failed in conveying to you the specific information you want, please write us, or, better still, come to Clearwater, where

It's Springtime
All the Time





CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

MAGNIFICENT Clubhouse of the Clearwater Country Club overlooking one of the most naturally beautiful eighteen-hole golf courses in the country. The building is modern in every detail, is artistically furnished and has commodious showers and locker rooms for both ladies and gentlemen. The Clearwater Country Club is available to all visiting golfers and is the scene of many dinner dances and other social functions during both the winter and summer seasons.

Clubhouse, Clearwater Country Club, Overlooking Twin Greens 9 and 18

Clearwater

FLORIDA WEST COAST

On the GULF

"IT'S SPRINGTIME ALL THE TIME IN CLEARWATER"

"Seeing the Town"

GOLF—Clearwater Country Club Course; one mile east of town on Safety Harbor Road. The Sportiest 18-hole links in the state. Dues: Men, $65 the season, $25 a month, $7 a week, $1.50 a day. Non-resident membership, $60 for the season. Ladies, $35 the season, $15 a month, $5 a week, $1.50 a day. Non-resident membership, $25 for the season. Social membership, $20 the season.

BOATS AND FISHING

Two Bills: Boat Livery and boat building. Row boats, 25c an hour, $1 a day, 50c a day by the month. Motor-boats, $2.50 to $20 a day. Dry dock at foot of Cleveland street.

Capt. Thomas: City dock; 33-foot fishing boat; $15 a day; 4 people for kingfishing, 12 for grouper; 20 on pleasure trips.

Capt. Peck: City dock; 38-foot fishing boat; $20 a day; 4 people for kingfishing, 12 for grouper; 20 for pleasure trips.

Capt. Bradley: Tarpon Springs. Large yacht for extended cruises. Rates obtained by calling Capt. Bradley.

BATHING

Gulf: Clearwater Beach on the key opposite the city. Reached by auto or bus over Seminole street bridge. Bathing pavilion, suits for rent. City's free bath houses at south end of island.

Open Air Pool: Belleview Hotel. Winter quarters of the Howland Swimming School.

THEATRES

The Capital: Pictures and Vaudeville.
The Fort Harrison: Pictures.

CHURCHES

Presbyterian: Peace Memorial Church, South Fort Harrison and Pearce; Rev. D. A. Dunseith.
Methodist: South Fort Harrison avenue and Turner street; Rev. R. F. Hodnett.
Baptist: Calvary Baptist Church, Cleveland street and Osceola avenue; Rev. A. J. Kroelinger.
Episcopal: Fort Harrison avenue and Haven street; Rev. A. T. Cornwell.
Catholic: Mass at 611 Bay avenue during winter season. Rev. Frances J. Barry.
Christian Church: North Fort Harrison avenue and Georgia street; Rev. W. A. Harp.
Christian Science Society: Turner and Oak streets.

TAXI, BUS AND TRANSFER LINES

The White Stage Line operate eight de luxe stages each day from Clearwater to and from Tampa and St. Petersburg. Detailed schedules and information are on file at the Chamber of Commerce and the White Stage Line headquarters.

Roberts Transfer & Storage Co., 66 Cleveland street. Phone 2164.

Springer Taxi Service, 602 Cleveland street. Phone 2335 or 6119.

Dunbar & Hall Taxi Service, Stand at Arcade. Phones 2256 or 6133.

Neal & Hicks Taxi Service, Clearwater Cigar & Candy Store. Phone 2089.

Clearwater Beach Bus, 602 Cleveland street. Leaves Clearwater for Beach: 10:00, 12:00, 2:00, 4:00, 6:00. Hourly service Sundays and holidays. 25 cents one way, 40 cents round trip.

LIBRARY

A Carnegie Library, abreast of the times in all phases of literature, is maintained for the general public on Osceola avenue, two blocks north of Cleveland street.

PARKS

City Park, on the bay front, one block south of Cleveland street, Osceola avenue. Tennis, Roque, Lawn Bowling, Table Games, etc. Community House and Radio Concerts.

Small City Park, Seminole street and North Fort Harrison avenue. Tennis Court.

SCHOOLS

Three Public Schools, two on Fort Harrison avenue; one in the north end of town and two in the south end.
Modern New High School, Greenwood avenue.
Cranleigh, private outdoor school for boys.
Shore Crest, private outdoor school for girls.

POINTS OF INTEREST NEAR CLEARWATER

Tampa, 32 miles, Commercial Centre of South Florida. Famous for its cigar factories.

St. Petersburg, 22 miles. A famous tourist resort.

Oldsmar, 16 miles, formerly owned and developed by R. E. Olds, auto manufacturer.

Tarpon Springs, 18 miles. Centre of Sponge Fishing Industry. Take a boat up the scenic Anclote River.

Safety Harbor, 8 miles. Famous for its healthful mineral spring water.

Haven Beach and Indian Rocks, 7 miles of excellent bathing beach on the keys.

Clearwater Beach, on the keys, reached by two-mile bridge. Bathing pavilion, and picnic pavilions. Shore dinners served at pavilion and at beach hotel.

Clearwater Country Club, finest 18-hole golf course in the South.

The Dromedary Company, just south of city limits. Modern and sanitary cannery where you will see Pinellas County grapefruit put up in cans for immediate use on your table.

Belleview Hotel, one mile south of Clearwater. The largest resort hotel on the West Coast. Home of the famous Belleview Country Club. Two 18-hole golf courses.

Kilgore's Oyster Camp, 3 miles south of town, on Indian Rocks Road.

Dunedin, 3 miles. Home of world's largest manufacturers of fruit packing house machinery.

Bayly's Bluff, 2 miles south of Clearwater, highest point on coast of Florida.

World's Largest Checkerboard in Clearwater's Tourist Park

CLEARWATER'S beautiful Tourist Park is located on the highest elevation of the Florida coast, overlooking the Gulf of Mexico, and has been truthfully called "The Tourist's Paradise." Almost every form of outdoor recreation is available—roque, lawn bowling, horseshoes, tennis, checkers, chess, etc. Then there are swings and slides for the children and an abundance of shady seats for relaxation and rest.

The Community House with spacious porch is unusually attractive and comfortable and most appealing to the ladies.

A diversified form of musical entertainment is provided every afternoon and evening by means of a modern radio receiving outfit with a gigantic amplifier.

One may sit here in this comfortable spot and hear musical concerts, lectures, market reports and the latest news gathered from the four corners of the country.

Deep-Sea and Fresh-Water Fishing Popular at Clearwater

IN the semitropical waters of Clearwater Bay and the Gulf of Mexico are found in abundance not only the wonderfully game silver tarpon, ranging in weight from 50 to 200 pounds, and the equally game kingfish, but the sea bass, weighing from 50 to 600 pounds, the grouper, sea trout, snapper, channel bass, deep-sea bass, devil-fish and jewfish, and the delicately-flavored pompano and Spanish mackerel.

Our fresh-water streams and lakes of awe-inspiring beauty abound in many varieties of fresh-water fish, principal among which is the big-mouth bass.

To fish in the bay and gulf and in the fresh-water streams and lakes is a distinct delight to Clearwater's throng of winter visitors. It is not merely a pastime but a thrilling sport in every sense of the word.

Surf-bathing at Clearwater Twelve Months in the Year

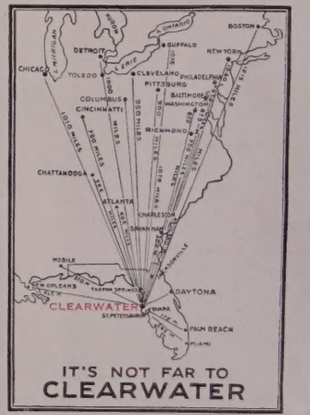
CLEARWATER BEACH is second to none in the country, and surf-bathing is enjoyed at this most popular watering place every month in the year. This gracefully curving coastline and gradually sloping beach forms the gulf side of the keys separating Clearwater Bay and the Gulf of Mexico, and it is but a five-minutes' drive from the heart of the city over a modern traffic bridge. A dip in the salt waters of the gulf is a real tonic—pleasant and healthful.

Our climate is unsurpassed. It is warm in the winter, rarely dropping as low as 40, and with an average maximum of 87 degrees. The average summer temperature is 70 degrees. Our rainy season comes during the summer months, and not in the winter, a distinct advantage both summer and winter.

The balmy breezes from the Gulf make life more enjoyable—winter and summer.

Considering the geographical location of Florida, it is of interest to note that the average distance of Florida is more than 400 miles south of the southern boundary of California, and that Naples, Italy, in latitude 41, is 640 miles north of the northern boundary of Florida.

Clearwater is permanent training quarters Brooklyn Baseball Club of the National League.



These Clearwater Clubs Welcome Visiting Members

Country Club (Golf)	Motor Club
Shrine Club	Lawn Bowling Club
Yacht Club	Roque Club
Table Games Club	Gun Club
Tourist Association	Woman's Club

HOTELS

CLEARWATER, FLORIDA

	Day, up	*Week, up*
American Plan		
Belleview Hotel	$10.00	$70.00
Gray Moss Inn	5.00	35.00
Dunedin Lodge	5.00	35.00
Princess Ulelah Inn	5.00	35.00
Clearwater Beach Hotel	5.00	25.00
Sea Ora Lodge	3.50	25.00
Phoenix Hotel	3.25	21.00
Chicago House	2.50	10.00
Whitledge Hotel	3.00	20.00

	Day, up
European Plan	
Hotel Borden	$2.50
Hotel Coachman	2.50
Hotel Central	1.50
Hotel Detroit	1.50
Sunset Point Tavern	1.50
Sunset Hotel	1.00

Other First-Class Accommodations:

Comfortably Furnished Rooms
Homelike Boarding Houses
Furnished Apartments
Furnished Cottages
Modern Cafeterias
Dainty Tea Rooms
Good Restaurants

For Further Information and Handsome Booklet
ADDRESS
CLEARWATER CHAMBER OF COMMERCE,
CLEARWATER, FLORIDA.

THE RECORD COMPANY, ST. AUGUSTINE, FLORIDA.

Water-Front Garden of one of Clearwater's Many Beautiful Homes

Clearwater's Transportation Facilities

TWO MAIN trunk lines, the Seaboard Air Line and the Atlantic Coast Line, provide through train and Pullman accommodations from all points in the North, East and West without change or other inconveniences. From the discomforts of winter to the pleasures of summer with the speed of the Nation's best trains. The "Suwannee River Special," on the Seaboard, and the "Pinellas Special," on the Atlantic Coast Line, are popular, well-known, solid Pullman trains operated directly from Chicago, Detroit, Toledo, Cleveland, Columbus, Cincinnati, Pittsburg, Buffalo, Philadelphia, Boston, New York and all intermediate points without change. From the Icy North to the Land of Sunshine without leaving your car.

Pinellas County Courthouse at Clearwater

CLEARWATER is the county seat of Peerless Pinellas, in which are located three other progressive cities of national reputation—St. Petersburg of tourist fame, Belleair of golf fame, and Tarpon Springs, the largest sponge market in the world and the only sponge exchange in the United States. Dunedin, Oldsmar, Pass-a-Grille, Largo, Safety Harbor, Ozona and Sutherland are other progressive cities that are growing rapidly. A network of paved highways connects all these points. St. Petersburg is 18 miles south of Clearwater, Tampa 30 miles east and Jacksonville 212 miles north, all connected with Clearwater by improved brick highways. A modern system of passenger busses makes its headquarters at Clearwater, operating to and from Tampa, St. Petersburg, Tarpon Springs, Belleair, Lakeland, Orlando and on across the state to all points on the Florida East Coast.

A Clearwater Residence Street Leading to Bay and Gulf Through Palms and Oaks

IN ITS marked simplicity, this little folder is intended to convey to you in just a meager way a few of Clearwater's charms and attractions.

When once in Clearwater, you will find that the statements made herein are conservative. Men here have combined with nature to develop its resources to the height of beauty.

If you want to know more about our many assets as a Tourist Resort, a Business City, a City of Homes or as a City located in the center of one of Florida's greatest Citrus Fruit and Vegetable growing sections, write the Clearwater Chamber of Commerce for their handsome new booklet, or, better still, come to Clearwater and see for yourself that it's

"Springtime All the Time In Clearwater"

Golf Clubhouse, Clearwater Country Club

CLEARWATER "On the Gulf," the county seat of Peerless Pinellas, a county that is in itself a diminutive Florida, in that it is a peninsula reaching out into the semi-tropical waters of this wonderland, is a truly progressive, year-round resident and business city and one of the most popular tourist cities in the State. Here the ocean breezes have an unobstructed sweep over the mainland, furnishing a pleasant obligato to life, both by night and by day.

A municipal gas plant provides fuel for cooking.

Florida is in its infancy—is just getting a start—but it is already the winter playground of America.

Florida's all good!

Our personal appeal is somewhat magnified over the general Florida appeal, however, as our elevation is the highest of any coast resort in the State—a high bluff overlooking Clearwater Bay and the Gulf of Mexico.

Shady Tee No. 3, Clearwater Country Club

THREE modern golf courses are located in Clearwater and on Clearwater Bay, and five other courses within an hour's motor drive of the city. The 18-hole course of the Clearwater Country Club is one of the sportiest in the country, and moderate fees are charged our tourists, who are finding this course more popular each season. A magnificent clubhouse, with artistic furnishings, and commodious showers and locker rooms for both ladies and gentlemen, is available to visiting golfers. The grass greens are commodious and scientifically designed and located. The fairways, just narrow enough to be interesting, stretch over rolling territory and natural hazards. This 18-hole course is the scene each winter of the West Coast Open Championship for the Plant Trophy, attracting the leading golfers of the country, and won this year by Johnny Farrel, Walter Hagen finishing second and Cyril Walker third.

Private Yacht at Dock in Gorgeous Clearwater Bay

CLEARWATER BAY is a land-locked harbor at the foot of the highest elevation of any Florida coast resort. The City Tourist Park and many imposing homes overlook this beautiful body of water, beyond which, separated by the keys, lies the Gulf of Mexico stretching to the distant horizon.

The gorgeous sunsets from this unusual spot are a source of never-ending wonder and delight.

A view of the bay and gulf may also be had from the business section and from practically every hotel in Clearwater. The main highway leading from Tampa to St. Petersburg is located within sight of these delightfully attractive sea expanses on its way through the heart of Clearwater.

If the sun shines in Florida, it shines in Clearwater and on Clearwater Bay.

Popular Midwinter Water Sports on Clearwater Bay

CLEARWATER BAY and the adjacent Gulf are the scenes of all popular forms of water sport, particularly yacht and motor-boat races.

Many interesting meets are held under the auspices of the Clearwater Yacht Club, and aspirant seekers of elaborate trophies should enter these interesting events, particularly the annual midwinter regatta.

No more enticing picture can be offered than the flying spray of a speed craft, battling for honors, witnessed under excellent weather conditions in midwinter. To realize this scene, one must only come to Clearwater.

Various beautiful shades of green and blue coat the waters of the bay and gulf during the continuous days of sunshine through the winter months.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE Clearwater Country Club eighteen-hole course is one of the sportiest in the country and moderate fees are charged our tourists who are finding this course more popular each season. The grass greens are commodious and scientifically designed, and the fairways just narrow enough to be interesting, stretching over rolling territory with natural hazards.

No. 3 Tee, Clearwater Country Club. Well Shaded Tees Facing Expanses of Perfect Fairways

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE scenic beauty is a pronounced feature of the Clearwater Country Club course. Fairways bordered by dense woodland and citrus groves are extremely distinct in their appeal to all golfers. It is a pleasure to putt on such greens as these.

No. 11 Tee and Greens Nos. 9 and 18 with No. 1 Fairway and Green in the Background, Clearwater Country Club

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE West Coast Open Championship, attracting the leading golfers of the country, was played over this Clearwater Country Club course in March, 1924, and is to be an annual event. Johnny Farrell was the winner, Walter Hagen finishing second, and Cyril Walker third. Farrel cinched his victory by playing this par three hole in 1.

A Shady Nook by the Brook. No. 8 Green, Clearwater Country Club

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THIS unusual golf course is distinctly unlike the average flat Southern course, the rolling fairways and commodious grass greens reminding one of the better courses throughout the North. Length of the 18 holes 6,172 yards and par 71. A winding brook provides a number of water hazards and one gets many a thrill in approaching the greens bordered by this obstacle.

Well-Trapped Green No. 3, But Sufficiently Large for a Run After a Pitch Shot From the Fairway, Clearwater Country Club

Elevated No. 6, Clearwater Country Club. A Difficult Iron Shot for the 155-Yard Carry

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THIS modern course of the Clearwater Country Club is but a mile from the heart of the city and the two well-known courses of the Belleview Hotel at Belleair Heights are just outside the city limits of Clearwater. Five other courses are within an hour's drive over the finest system of asphalt block highways in the Country.

He Dubbed His Approach to No. 12 Green in Crossing the Brook. Rolling Fairways 12, 15 and 16 in the Background, Clearwater Country Club

Huge Gallery Watching Walter Hagen, Alex Smith, Cyril Walker and Johnny Farrell Putting in the Florida West Coast Open in March, 1924, at Clearwater Country Club

Johnny Farrell, the winner. Driving Off of No. 10 Tee at Clearwater Country Club

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE Municipal Baseball Park and Athletic Field, erected by the city at a cost of $25,000, is the finest in the South. This field is the permanent training quarters of the Brooklyn National League Baseball Club. The stands and bleachers are thoroughly modern structures and the clubhouse is equipped with shower baths, locker rooms, offices, trainers' quarters, etc. The playing field is of big league caliber and larger than most of those in both the American and National Leagues. Brooklyn plays many big league teams here during the winter months. This field is also the home of the Clearwater team of the Florida State League.

Upper—Big Crowds Witness the Many Games Between Brooklyn and Other Clubs in Both the American and National Leagues.
Oval—Brooklyn Dodgers in Training. Lower—Judge Landis Pitching First Ball in Season's Opener.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE beautiful park on Clearwater's high coast elevation overlooks the bay and gulf, and has been truthfully referred to as the "Tourist's Paradise." Almost every form of outdoor recreation is available: roque courts, bowling greens, tennis courts, a large pavilion for checkers, chess and dominoes, the world's largest checkerboard for championship matches, horseshoe grounds and an abundance of shaded seats for relaxation and rest. This is the home of the various tourist clubs, where they gather together for the development of a better spirit of fellowship, compete in various interesting games and debates and enjoy together the balmy gulf breezes and the glorious sunshine.

Tennis Is Very Popular
The Largest Checkerboard in the World

From the Front Porch of the Community House

Checkers in Midwinter and Coatless in February
Pitching 'Neath the Palms and Oaks

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

LAWN BOWLING is one of the most popular games in this beautiful park. This ancient and honorable game is enjoyed every day and night by enthusiasts of the game from almost every Province in Canada and many States of the Union. Many handsome trophies are won each season by members of the Clearwater Lawn Bowling Club, and a regulated schedule results in matches between this club and clubs from the neighboring cities of St. Petersburg and Tampa.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE Community House and the park was formerly a bay-front estate and has been purchased by the citizens of Clearwater for the pleasure of their visitors. You are cordially invited to enjoy the pleasures here provided for you amid our sunshine and flowers. Band concerts, symphony orchestra concerts, lectures and a thoroughly diversified form of musical and educational entertainment may be enjoyed in the great outdoors from any point in the park by means of a modern radio receiving outfit with an adequate amplifier. These entertainments are provided for every afternoon and evening and take in a radius embracing the powerful broadcasting stations in the North.

The Many Roque Courts Are Perfect in Construction

A Park of Semitropical Beauty

Community House Overlooking Bay and Gulf

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

CLEARWATER BAY is a land-locked harbor at the foot of the highest elevation of any Florida coast resort. The City Tourist Park and many imposing homes overlook this beautiful body of water, beyond which, separated by the keys, lies the Gulf of Mexico stretching to the distant horizon. The gorgeous sunsets from this unusual spot are a source of never-ending wonder and delight.

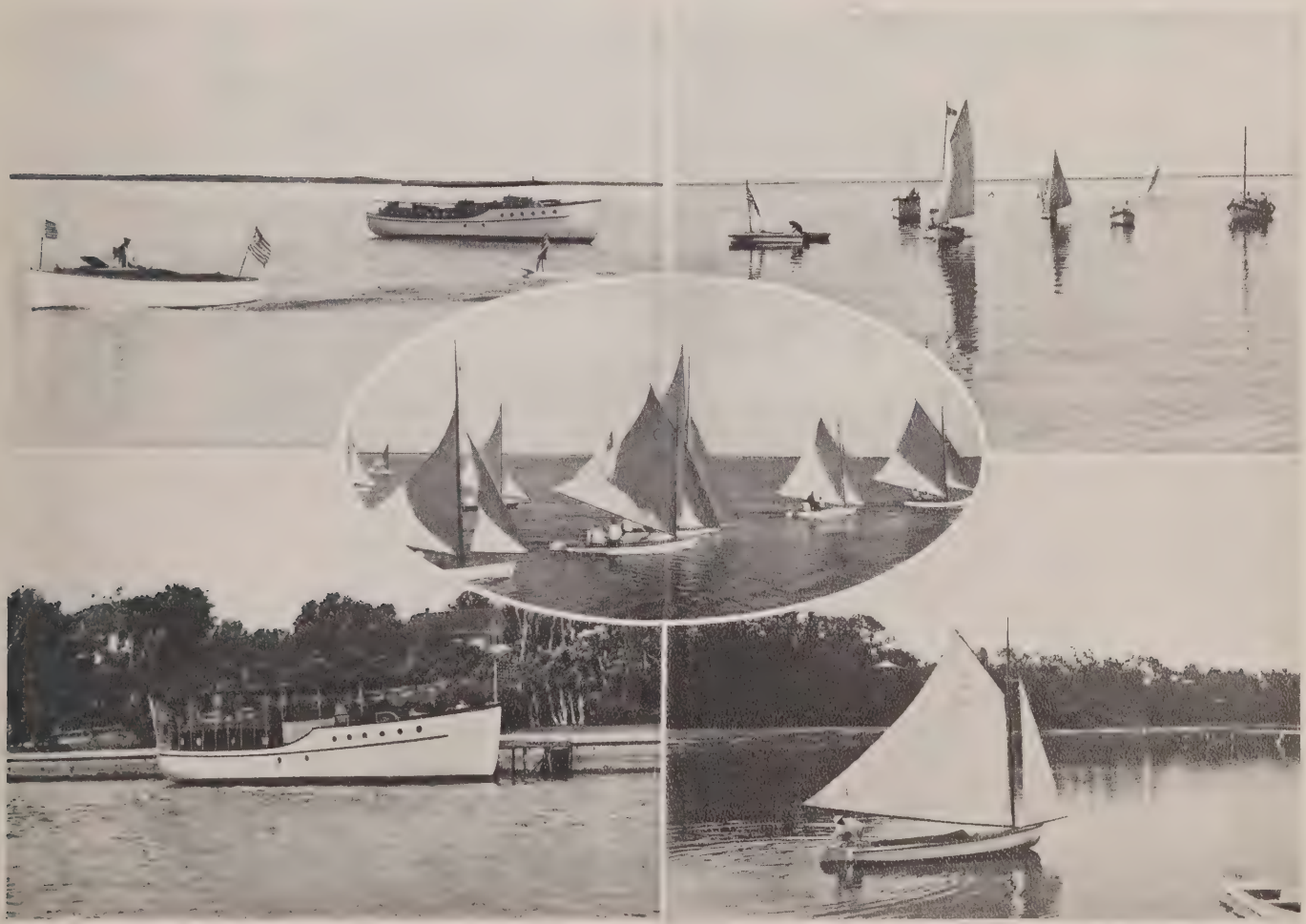
(1) Clearwater Bay from a Front Porch. (2) Daily Showers Make Our Summers Most Delightful. (3) A Close Finish In Clearwater Harbor. (4) The Proposed Boulevard Is To Pass Along Here. (5) A Private Yacht Anchored at the Foot of the Bluff. (6) A Private Dock at the Foot of a Residence Street.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

CLEARWATER BAY and the adjacent gulf are the scenes of many popular water sports, particularly yacht and motorboat races. Many interesting meets are held under the auspices of the Clearwater Yacht Club, and aspirant seekers of elaborate trophies should enter these interesting events, particularly the annual midwinter regatta.

The Yacht Club is a most active organization, with a large resident and non-resident membership, and trophy races are a semi-monthly event the year round.



A Ride on the Surf Board
Yacht at Private Dock

Another Close Finish

Daily Sport the Year Round
Off in a Minute

EVERY form of outdoor recreation and amusement is to be found within our very gates. Clearwater Beach, where salt-water surf-bathing may be enjoyed every month in the year, is located on city property on the gulf side of the keys separating Clearwater Bay and the Gulf of Mexico

A DIP in the gulf is a real tonic, pleasant and healthful. This magnificent beach is now reached in less than five minutes' drive over a modern traffic bridge across the bay. The proposed causeway and boulevard is to reach this beach from the foot of Clearwater's principal business street.

A Holiday Crowd

Varied Forms of Beach Amusements Are Provided

Every Car Carried From Two to Seven Bathers

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

FLORIDA fishing has long since been conceded by experts as being the finest in the world, and nowhere in Florida will be found a greater variety and abundance than in the semitropical waters adjacent to Clearwater. Here you will find not only the wonderfully game silver tarpon, ranging in weight from fifty to two hundred pounds, and the equally game kingfish, but the grouper, sea trout, snapper, channel bass, deep-sea bass weighing from fifty to six hundred pounds, devil-fish and jewfish. The delicately flavored pompano and Spanish mackerel are also caught in large quantities.

Picnic Baskets and Fishing Tackle on the Gulf of Mexico at Clearwater

Tarpon Caught With Rod and Reel at Clearwater—Some Sport!

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

In addition to these varied members of the finny tribe, the waters around Clearwater abound in the exceptionally delicious stone crab, oysters, scallops and the succulent coquina, from which the most delightful broths and soups are made.

Our fresh-water streams and lakes of awe-inspiring beauty abound in many varieties of fresh-water fish, principally among which is the big-mouth bass.

Guides with motorboats and tackle are procurable at reasonable rates to take you to the enumerable and varying fishing grounds indicated on the map shown on the last page of this booklet.

Unrivaled Scenic Beauty Predominates in the Fresh-Water Streams Near Clearwater

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

Hotels *From the Simple, Homelike to the Most Luxurious* *All Comfortable*

(1) Gray Moss Inn. (2) Hotel Central Dining Room. (3) Sea Ora Lodge. (4) Clearwater Beach Hotel. (5) Princess Ulelah Inn.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

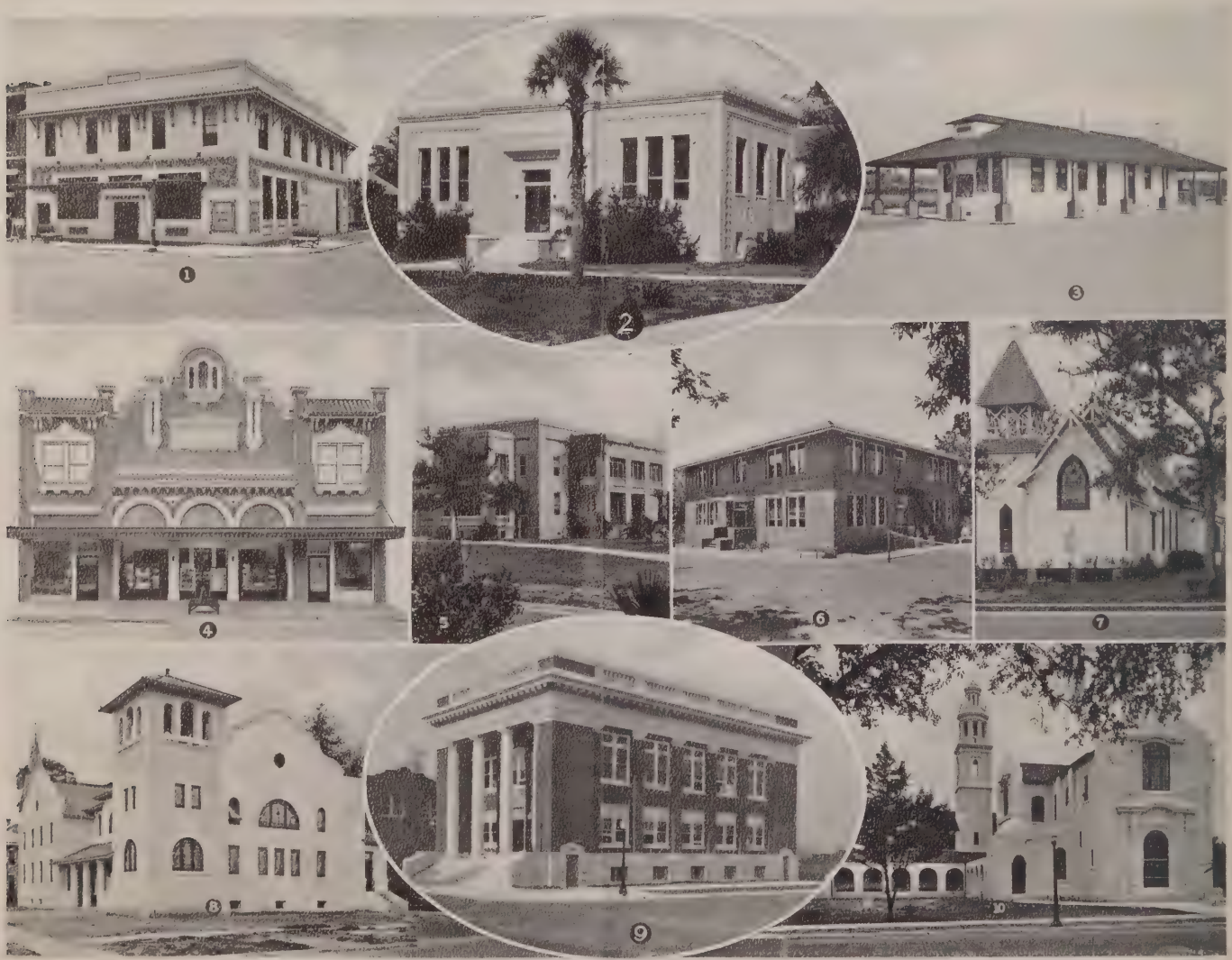
Hotels *From the Simple, Homelike to the Most Luxurious* *All Comfortable*

(1) Dunedin Lodge on Clearwater Bay. (2) Phoenix Hotel. (3) Belleview Hotel on Clearwater Bay. (4) Chicago House. (5) Sunset Point Tavern on Clearwater Bay.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE public buildings, churches and institutions of Clearwater would do justice to a city of a hundred thousand population. The Municipal and Chamber of Commerce building, the Pinellas County Courthouse, the Carnegie Library and the City Hospital are works of art. Clearwater's three bank buildings are a credit to any city and in 1924 these banks had deposits aggregating over four millions of dollars. Mortgage and investment companies and the Clearwater Building and Loan Association augment these figures very materially. The Capital Theatre, with its wonderful pipe organ and large seating capacity, shows first picture releases and vaudeville, while the Fort Harrison Theatre is devoted to pictures exclusively.



(1) People's Bank. (2) Carnegie Library. (3) Seaboard Air Line Depot. (4) Capital Theatre. (5) City Hospital. (6) Grammar School. (7) Episcopal Church. (8) Methodist Church. (9) City Municipal Building and Chamber of Commerce. (10) Presbyterian Church.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

THE Clearwater public schools maintain high-grade faculties and are modern in every respect. The new High School is one of the finest in the land, covering every phase of the most up-to-date methods of educating mind and body. Two private schools, the Cranleigh School for Boys from the fourth grade on through High School, and the Shorecrest School for Girls from the first grade on through High School and small boys from the first to the third grades, also enjoy a large enrollment. Many of the churches are gigantic structures of beautiful architecture and the demonminations represented are Baptist, Catholic, Christian, Christian Science, Episcopal, Methodist and Presbyterian.

(1) Bank of Clearwater. (2) Baptist Church. (3) Pinellas County Courthouse. (4) Christian Church. (5) Guaranty Title and Trust Co. (6) South Ward School. (7) Clearwater Evening Sun—Leading Daily. (8) Atlantic Coast Line Depot. (9) Clearwater High School. (10) Grammar School Building.

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

Some of Clearwater's Beautiful Homes and Streets

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

Some of Clearwater's Beautiful Homes and Streets

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

Clearwater is a Progressive Year-round Business City

CLEARWATER — FLORIDA

"It's Springtime all the time in Clearwater"

Clearwater is a Progressive Year-round Business City

CLEARWATER — FLORIDA

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CLEARWATER and Pinellas County have led for years in the production of grapefruit, and the finest groves in the land are located just outside the city limits. Seven modern fruit packing houses, where the fruit is prepared and packed for shipment, do a thriving business in Clearwater, and there are twenty within motor-truck hauling distance. Over a million boxes of grapefruit and oranges are shipped out of Pinellas County each year, which bring into the county approximately four millions of dollars.

Winter Crop of Sugar Beets at Oldsmar
Sweet Potatoes

100% Stand of Winter Lettuce
Picking Cucumbers for Northern Markets
A Good Bean Crop

Sugar Cane
Tomatoes a Leading Crop

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CLEARWATER'S packing houses also ship strawberries, figs, grapes, guavas, kumquats, limes, lemons and all varieties of vegetables. Tomatoes, cucumbers, potatoes, peas, beans, lettuce, corn, sugar beets, cabbage and many other varieties are grown profitably the year round in the fertile soil of this county and State. Florida supplies the North with a vast majority of their early vegetables. Florida is in its infancy, is just getting started. This fact applies no more forcibly than to its possibilities as a leading farm and dairy State. Pasture grows twelve months in the year.

Pinellas County Bananas
Representative Dairy Herd
An Assured Income Citrus Grove

Thoroughbreds

Eight-year-old Grapefruit Tree—Produces Six to Ten Boxes Yearly
Leghorns Lead in Popularity
Luscious Grapes Grow Abundantly

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CLEARWATER is the county seat of Pinellas County, in which are located three other progressive cities of national reputation, St. Petersburg of tourist fame, Belleair of golf fame, and Tarpon Springs, the largest sponge market in the world and the only sponge exchange in the United States; Dunedin, Oldsmar, Pass-a-Grille, Largo, Safety Harbor, Ozona and Sutherland are other progressive cities that are growing rapidly. A network of paved highways connects all of these points.

St. Petersburg is 18 miles south of Clearwater, Tampa 30 miles east and Jacksonville 212 miles north, all connected with Clearwater by improved brick highways.

Two main trunk lines, the Seaboard Air Line and the Atlantic Coast Line, provide through train and Pullman accommodations from all points in the North, East and West, without change or other inconveniences. The "Suwannee River Special," on the Seaboard, and the "Pinellas Special," on the Atlantic Coast Line, are popular, well-known solid Pullman trains operated directly to Clearwater from Chicago, Detroit, Toledo, Cleveland, Columbus, Cincinnati, Pittsburg, Buffalo, Philadelphia, Boston, New York and all intermediate points, without change. From the Icy North to the Land of Sunshine without leaving your car.

The Clearwater municipal gas plant provides fuel for cooking.

The Clearwater Motor Club, an American Automobile Association organization, has a membership of 225, where complete touring information is available. You can be routed over splendid highways to and from the North direct from and to Clearwater. Other thriving clubs and fraternal organizations are the Yacht Club, Lawn Bowling Club, Roque Club, Table Games Club, Masonic Order, Shrine Club, Chapter, Knights of Pythias, Improved Order of Odd Fellows, Young Women's Christian Association, Boy Scouts, Girl Scouts, Woman's Club, Woman's Christian Temperance Union, Eastern Star, Rebeccas, American Legion, Gun Club, Country Club and Realtors' Association. All welcome visiting members.

A modern system of large passenger busses makes its headquarters at Clearwater, operating to and from Tampa, St. Petersburg, Tarpon Springs, Belleair, Lakeland, Orlando and on across the State to all points on the Florida East Coast.

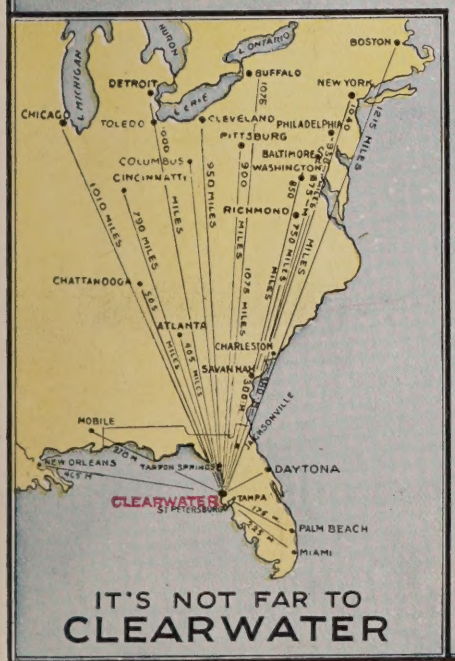
We have attempted, by means of this booklet, to convey to you the charms and opportunities of Clearwater "On the Gulf," but it is impossible to photograph our sunshine, pure salt and pine-laden air, or to even meagerly describe our balmy breezes and the invigorating and health-giving atmosphere. Won't you come and see for yourself that it's "Springtime all the time in Clearwater?"

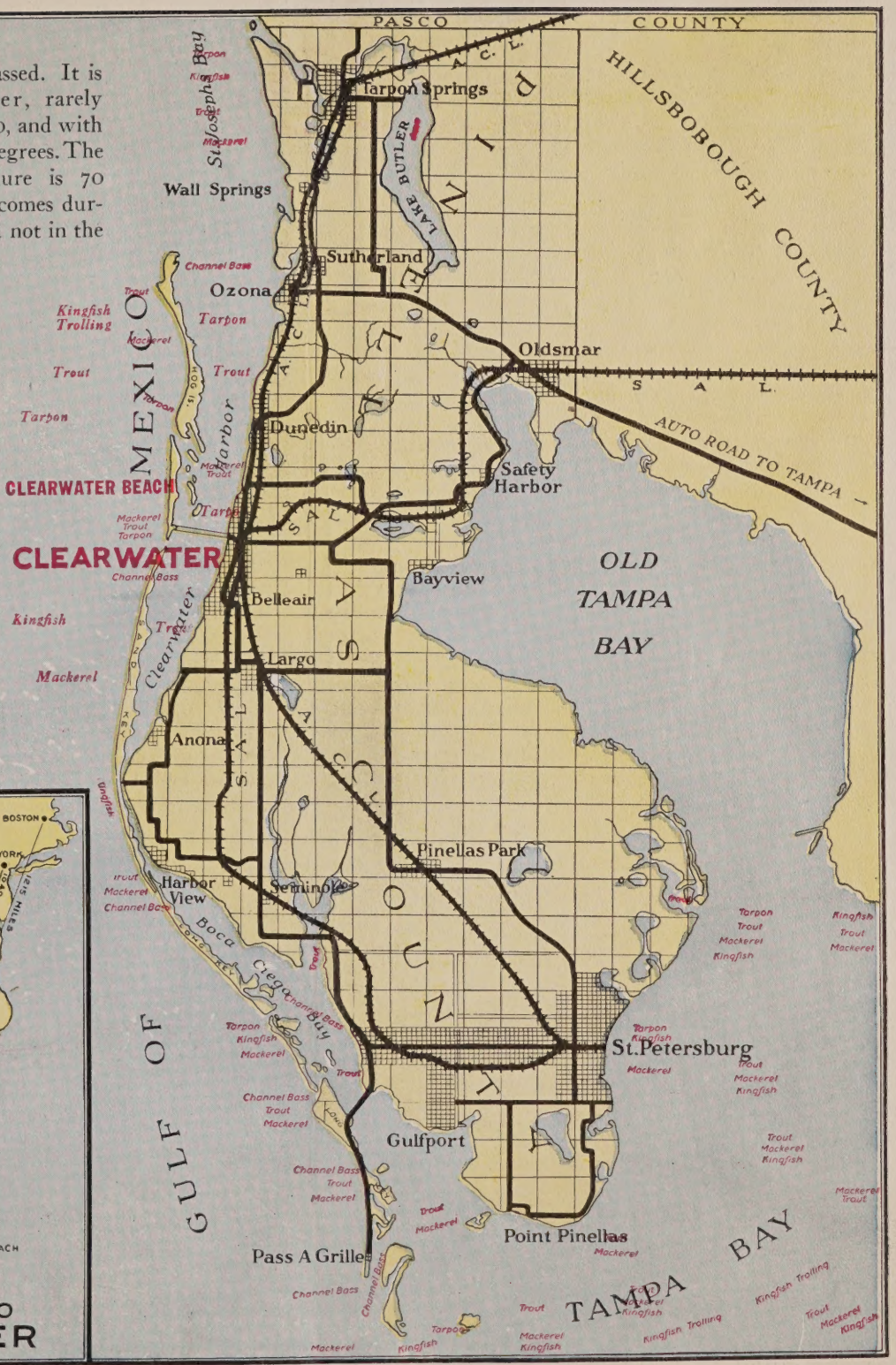
Proposed Clearwater Boulevard and Causeway to Displace Present Bridge to Clearwater Beach

Our climate is unsurpassed. It is warm in the winter, rarely dropping as low as 40, and with an average maximum of 87 degrees. The average summer temperature is 70 degrees. Our rainy season comes during the summer months and not in the winter, a distinct advantage both summer and winter.

The balmy breezes from the gulf make life more enjoyable — winter and summer.

Considering the geographical location of Florida it is of interest to note that the average distance of Florida is more than 400 miles south of the southern boundary of California, and that Naples, Italy, in latitude 41, is 640 miles north of the northern boundary of Florida.





Clearwater

FLORIDA WEST COAST

On the GULF

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